

18000 Inquires

B-8
F-8

INQUIRES BY STATE

Arizona	25%
California	12%
Illinois	6%
New York	6%
Ohio	5%
Michigan	5%
Texas	4%
Washington	4%
Missouri	3%
Wisconsin	3%
Indiana	3%
Oklahoma	2%
Pennsylvania	2%
Oregon	2%
Balance of U. S.	18%

INQUIRES BY AREA

South West	45%
Middle West	30%
East	10%
North West	10%
Texas	5%

INQUIRES BY SUBJECT

Real Estate	24%
Tourist	20%
Retirement	20%
Employment	16%
Commercial	12%
Industrial	5%
Agriculture	2%
Mining	1%

Shown above is an analysis, of the past two years, of inquiries received by the Casa Grande Chamber of Commerce. Note that 45% of the inquiries are coming from the southwest, notably California. The next largest group is from the middlewest.

Better than 50% of all inquiries received were from smaller communities, and less than 50% from the larger better known cities. Only two states were not heard from Vermont and Delaware. We have received inquiries from Alaska, Hawaii, Mexico, and two from Europe. Over 40% of the inquiries dealt with investment opportunities and real estate.

The 18% inquiries from the balance of the United States represents states with less than 1%.

A large portion of persons requesting information on real estate were inquiring into the cost of homes and living conditions. The largest percentage of tourist inquiries were inquiring for accommodations. Primarily temporary winter accommodations, such as apartments and small furnished homes.

From the above analysis it is apparent that we should lay stress in our advertising programs on the southwest and midwestern states, and that our greatest need is for furnished rental accommodations.

The above analysis compiled and issued by the Casa Grande Chamber of Commerce.